



City of Stayton

Planning and Development Department

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TO: Stayton Downtown Urban Renewal Agency Members
FROM: Dan Fleishman, Director of Planning and Development
SUBJECT: Agenda Items for December 14 Meeting
DATE: December 14, 2009

At the September 14 meeting of the Urban Renewal Agency, the Agency adopted Procedural Rules that state the Agency will meet on a quarterly basis, on the second Monday of the Month.

MINUTES

Draft minutes of your September 14 meeting are enclosed.

PRIORITIES

On December 7, the City Council enacted Ordinance 916 adopting the Urban Renewal Plan. It will become effective 30 days after enactment, January 6. With that, the Agency's work really begins. The Agency will not begin to collect Tax Increment revenue until November 2011 for FY 2011-12. And, as has been discussed, the first few years' revenue will be thin – FY 12 projected around \$25,000.

However, there may be opportunity to leverage even the small amounts of Urban Renewal funds for other funding and staff believes this is the time for the Agency to begin to develop its priorities for the next several years.

One of the criticisms of the Urban Renewal Plan is that it is too general and does not provide enough direction for the programs of the Agency. This can be viewed from both a positive or negative direction, in that either it provides the flexibility for the Agency to respond to changing conditions and priorities in the community or that it provides too much freedom for future Agency members. The Agency members and staff could spend the coming months determining which of projects in the plan to begin to refine. That way, when funds begin to become available there will be more firm direction on how to proceed.

Some ideas from staff on project that could be priorities:

- The Downtown Revitalization Plan (DRP) and the Urban Renewal Plan (URP) call for street/sidewalk and streetscape improvements in the downtown area. The Agency could begin the process of developing design standards for these improvements – both the commercial streets and residential streets.

- The Plans call for the development of “gateways” into the downtown. Again, the design process could be initiated.
- The Oregon Department of Business Development offers a “Main Street” program. The DRP includes participation in the program as a recommended implementation strategy. Even before funds are available time could be spent learning more about the program and determining whether to participate.
- The UR Advisory Committee had discussed that in the first years, focusing on the lower cost projects such as marketing and business attraction.